SHAWN JOHN GENLLOUD
Web Designer & Stack Engineer

SUMMARY

Passionate Web Developer, lending more than **17 years** of expertise in **designing and developing** web-based products, in fast-paced environments requiring **fast turnaround**. Blending detailed knowledge of **programming** aspects with an **interpersonal**, **communicative** nature.

Innate ability to communicate with **business analysts**, to ascertain **marketing** and **business needs** to **document** and **design interfaces** that accommodate **requirement specifications**. Bringing a strong background in **graphic arts**, **coding**, **multimedia integrations**, **quality assurance**, **business analysis**, **performance optimisations**, **code designs** and **best practices** to accomplish tasks.

Experience in **architecting**, **designing**, **developing**, **testing,** and **maintaining sites** throughout the **entire production lifecycle**. Foundational grasp of various **architectural principles**, **design patterns**, **dotNET development platforms** and **performance requirements** according to up-to-date **industry standards**.

TECHNICAL SKILLS ** Most Common*

Technologies:	dotnet, ADO, ASP, EntityFramework, SignalR, OAuth, ASP.NET MVC, Blazor, Azure Suite, Selenium (C#), Next.js, Application Insights, Redis, LaunchDarkly
Programming Paradigms:	HTML5, CSS3, C#, JavaScript (ES5/ES6/ESNEXT), TypeScript, Node.js, Angular, Next.js, React, XState, JSON-RPC, CSS-in-JS, KnockoutJS
UI/UX Design:	Use Case Studies, Wireframing, Responsive Design, Fluid Typography, Reactive Design, Semantic Markup, Flexbox, Box Model, Rendering Lifecycle, Compression, Bundling, Minification, Pre/Post-Processing
Architectural Patterns:	MV*, n-Tier, SOLID, Micro-Frontend (Web Components & Custom Events), Finite State Automata, Builder Patterns, Fluent Design
IDE's:	Visual Studio, VS Code, Azure, Photoshop, GitKraken, Confluence, Lucid Charts, Octopus Deploy, JIRA, Kibana

Skill Tree

https://bit.ly/3K1VOwC

Portfolio

https://shawngenlloud.com
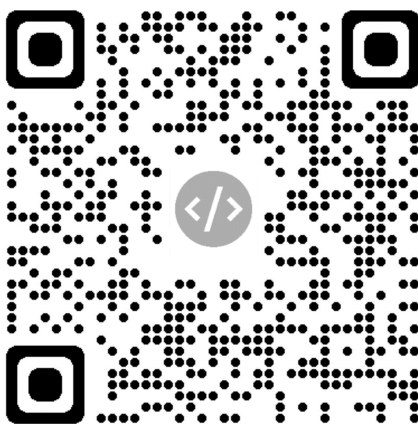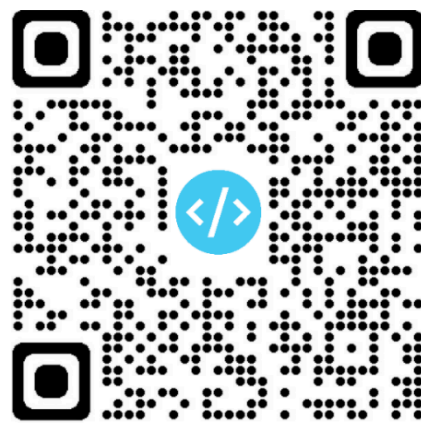
PROFESSIONAL EXPERIENCE

Client Name:	Games Global Limited	**11.2023 - Present Day**
Role:	Senior Stack Engineer	
Products:	Game Tech Portal & GTP Roadmaps Plugin	
Contact:	Siobhan Doupe (Roadmaps Product Owner) - (+27) 082 907 1371	

Working within a newly created team called Roadmaps, with the goal of giving granular yet easily consumable insights and forecasts of the entire game development, test, certification and deployment lifecycle.

I created the new Roadmaps micro-frontends plugin to work remote from the core host SDLC process, implementing new feature initiatives for better end user experiences. I came up with some uniquely innovative ideas of making the system to target the correct audiences, by getting to the heart of their daily workflows.

A few of which being customisable, reusable and shareable dashboard views that denmark very specific query scenarios unique to each Roadmap use case, whereas everything written before has been rigid for each requirement. Along the same vein, I created a small suite of generic reusable components exported by the library for reuse wherever needed.

Part of the MVP was to bring on the operators to the system and eliminate any blockers of which they might be facing in doing so. Speaking to them it is clear that they're looking for more fluidity and control over targeted information. So I sort out to create some custom groupings which also get stored and shared, along with the descriptive yet compact statistics at a glance. With this came editing functionalities and automatic change logs of said updates.

Aside from the Roadmaps plugin, there has also been a need for core Game Tech Portal updates to not only remove any hindrances faced by the publishers directly, but also as this core system hosts, consumes and feeds the Roadmaps plugin via its MVC.net with Entity Framework backend, so many changes had to proliferate between the two systems and something I've been working to aleve with the micro-frontend architecture to remove some dependencies on the core.

Aside from the day to day, I also have been integral in some AI initiatives highlighted in my portfolio, however as a brief I am looking at innovative ways to bridge the designer and developer gap, keep up with where the industry is inevitably heading, while continually improving everyone's experiences and enthusiasm.

Responsibilities:
- DevOps & CI/CD
- Cross-Functional Collaboration
- Testing & Quality Assurance
- EF Caching, Queries & Migrations
- ORM Auto-Mapping
- Update Core Services c#, JS and TS
- Design, Document & Develop Full-stack Features in Both Systems
- Business Analysis

Client Name:	Digital Outsource Services	**03.2022 - 10.2023**
Role:	Senior Stack Engineer	
Products:	Online Casino Lobbies & Their Content Management System	
Contact:	Ravindra Jijotia (Lobby Team Lead) - (+27) 079 678 8397	

Although there was already a system started before I came into the role, not a single line of code has not been scrutinised and/or rewritten by me at some stage. I had enough experience to hit the ground running, pushing out changes within my first week of starting. While reworking, I also got everything upgraded to the latest tech stack, starting with old Umbraco & dotnet.framework then Next.js & javascript to typescript.

The lobby system comprises a core Headless CMS *(Content Management System)*, built on top of the open-source Umbraco dotnet project. This hands control of the content over to non-technical business reps and market compliance officers. This is optimised to use the free versions of all dependencies, with custom indexed queries, to mitigate cost and prioritise speed. Along with a linked cloud blob storage for a shared image store, through the Umbraco image optimisation layer. Everything is laid out in a treeview-like structure, linking specific regions to a market and component settings to dynamic pages.

While the frontend side uses Next.js with an ISR *(Incremental Static Regeneration)* approach, to prioritise SEO bot crawling, while allowing for granular control over the entire web app via the headless CMS integration and boost app performance. Amongst this layer, there are a few player tracking integrations, along with GEO localisations for market regulations or regional laws that all casinos must be adhered to. While also integrating with third-party systems via specialised message broker channels.

The environments, databases, storage, function apps and facades are all hosted on Azure cloud services, as the company is primarily a Microsoft house, where the DMZ and URL rewrites are extrapolated via CloudFlare.

Responsibilities:
- Mentoring
- Logs/Metrics Monitoring
- Load & Performance Optimisation
- Domain Sharing & Upskilling
- End-2-End Production Support
- UI & UX Designer (CSS3 & HTML5)
- C#, JS & TS Engineer (Standard6)
- Requirements Gathering
- Azure Cloud Services
- Redis Caching
- CI/CD Pipelines
- Content SemVer

Client Name:	Derivco (Pty) Ltd	**02.2017 - 02.2022**
Role:	.NET Web Developer & Designer	
Products:	Game Framework, Jackpots	
Contact:	Thuventhiran Govender (Jackpots Project Manager) - (+27) 079 887 5262	

Despite working in many teams throughout my Derivco journey, most of my work has been focused on 3 core teams and their products. Latest being the sole owner, developer, designer, architect, and business analyst for a Jackpots solution able to host and wrap any casino game.

The Jackpots solution combines a multitude of technologies, to run agnostic of any game and its knowledge of the hosting solution. The drive behind this system was to maintain player retention and shift play times outside of peak hour gameplay. I completely designed, created, and documented the entire jackpots solution from inception. With a completely custom system to wrap any Derivco owned game and host a strip of jackpots next to. The system was split into modules, sub-projects, and middleware, that are responsible for theming the jackpots strip to the casino operator's liking. This included hosting, performance, localisation *(translations, time zones & currency ISO formatting)* logging, dynamic help documentation, configuration, by-directional message & event buses, video player, routing, compression and more. My contributions here were in creating the product in its entirety, from the complete technical stack excluding database work.

The Game Framework is a hosting and middleman solution for the client facing games, primarily used to extrapolate the regulation components, to abide by regional laws regarding online gambling. My contributions were primarily frontend and include creating a design framework, coding style guides, sound engine, feature add, support, documentation, and product maintenance.

Responsibilities:
- Architectural, Integration & Implementation Designs/Documentation
- Code review & Pair Programming Sessions
- Time Management
- Code Coverage Budgeting (Unit, Smoke)
- Build/Deployment Automation (GitLab, Azure DevOps)
- Testing Automation (UI, Sanity, Integration AKA e2e, Visual Regression)
- Use Cases & User Studies
- Application Insights Logging
- Domain Sharing & Upskilling
- Frontline Production Support
- UI & UX Designer (CSS3 & HTML5)
- C# Developer (Framework & Core)
- TypeScript Developer
- JavaScript Developer (NodeJS & Native)

Client Name:	alBaraka Bank Limited on behalf of IFH Consulting	**02.2015 - 01.2017**
Role:	Technical Consultant (.Net Developer, Web Designer, SQL Developer, Client Developer)	
Products:	Credit Assessment & Processing System (CAPS)	
Contact:	Mike Hussan (CEO) - (+27) 082 851 5676	

The Credit Assessment & Processing System was created back in 2007, with outdated technologies. In a consulting capacity to alBaraka Bank Limited, I was brought in to maintain, upgrade and rewrite the system. The CAPS system was created to take the entire credit approval, requisition, mandates, application, and documentation to a sub-automated level. With a major focus on paperless documentation and signature auth, the system revolves around credit deals created upon specified product types.

These deals are dealt with by legal, audit and credit departments respectively. Deals are then handled through the system by its corresponding processing stages and applicant types. Each deal, dependent upon types, owners, and pricings, creates their own dynamic reporting and documentation. Sticking to a base of logarithmic sub-systems that generate specialised and detailed accounting analysis data.

Responsibilities:
- Developed application logic using VB.NET.
- SQL stored procedure creation and maintenance.
- Developed a fully encrypted authentication and authorisation system.
- Created administrative CMS tools for customising all corners of the system.
- Developed Cascading Style Sheets (CSS) for User Interface uniformity throughout the application, with cross browser and device support.
- Developed and consumed Web API for two-way database binding and integration with CAPS.
- Used HTML, JavaScript, and AJAX for developing Controls and MVC.NET in CAPS.
- Implemented Agile Development process flows as team leader.
- Developed User Documents from dynamically created HTML, stored in the database and converted to document outputs.
- Provided Production support.
- Wrote automated audit trail while any update, insert or delete is triggered to store the current and new values for all table fields.
- Wrote automated systems error emailing for error logs and handling.
- Developed a mobile and tablet base signature reader.
- HTML5 and CSS3 interfaces for caching and animation.
- Implementation and usage of Require.js to pull files through AJAX pipeline, cutting render times.
- Fully creating the Single Page Application (SPA), with history navigation.
- Code modularity for both client and server side.
- Client sit-downs for user requirement specification business to development analysis planning.
- User roles specific graphical data dashboard UI.
- Worked on exporting reports to Excel from HTML tables.

Client Name:	telesacomms	**01.2012 - 01.2015**
Role:	.Net Developer, Web & Graphic Designer, Client Developer	
Products:	Telephone Management System (TMS), User Management System (UMS), Billing Management System (BMS), Resource Management System (RMS)	
Contact:	Niren Pillay (IT Dev Manager) - (+27) 031 203 0642	

All systems integrate with each other, through database clusters customised by each client portal. Each database pulls data from on-site PABXs, as comma separated text files and formatted before uploading. Each system is created to specific needs and requirements, regarding each customer's data usage analysis. TMS being the core system, allows low-tier management to allocate extensions and pin codes for usage tracking.

Having settings to allocate department wide and/or user specific usage thresholds. Much of the structure is on a hierarchy basis, mapped to a treeview displaying the entire branch and department heads, all the way down to bottom level users.

UMS is a customised user portal, where each client user contests usage or maintains user specific tasks. Some of which being number identification and shift allocations on approval, user profile updates and detailed usage analysis. BMS for integral unit and functionality switching for itemised billing reviews. RMS is for batch and localised reporting solutions.

Responsibilities:
- Developing application logic using C#.
- Worked intensely on the User Interface.
- Developed WebForms using VB.NET and ASP.NET.
- Used AJAX in most WebForms.
- Worked on Cascading Style Sheets and XML-Schemas.
- Developed Web Services for user authentication and file transfer.
- Extensively used GridViews with sorting and paging.
- Created hierarchical TreeView with inline editing, drag & drop interface, and contextual menu.
- Implemented template columns for custom nested GridViews.
- Developed custom cascading dropdowns, with AJAX Callback functionality.
- Worked with DevExpress controls extensively.
- Created client specific themes and control skins.
- Worked on exporting reports to Excel from Gridviews.
- Implemented chart and graphs for graphical data display.
- Deployment of Applications on Test and Production Servers.
- Handled many production issues and enhancements to the existing live portals.
- Created unique user controls, templates, and master pages.
- Structured classes upon the unit of work patterns.
- Customised a connection class for data access inheritance.
- Repository and dependency injection for unit test plug-ins.
- Integrated report viewing and download in multiple file formats.

Client Name: Vault-IT   **07.2009 - 12.2010**

Role:	Web, Email & Graphic Designer
Products:	Vault-IT Off-Site Storage Portal, Vault-IT Online Store, Bulk Email Design & Management
Contact:	Boyd Gibbons (CEO) - (+27) 082 881 1241

Vault-IT Off-Site Storage Portal has its own backup and retrieval protocols for potential local failures. XML outputs are constantly reviewed for updated results, upkeep, and analysis. The online store managed the sale of cheap electronics through a front-end web portal, leveraging PayPal services and specified courier companies on reduced costs. Bulk emailing for subscribed users accepting weekly updates on deals from the store's latest stock and system specs for hardware.

Responsibilities:
- XML manipulation, layout, and styling through XSL.
- CSS and Photoshop design, with animation.
- Online store management and review.
- Bulk email scheduling and creation with compatible CSS design.
- Animated Flash banner advertisement design and creation.

Client Name: Solution One Plus   **01.2007 - 06.2009**

Role:	Web & Graphic Designer
Project:	Client Based Marketing Websites

Client related web and graphic designs based on a multitude of Metro municipal websites.

Responsibilities:
- CSS web design and templating.
- HTML layout creation and manipulation.
- 2D graphic and animation designs for corporate use.